



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/06 thru 04/12.

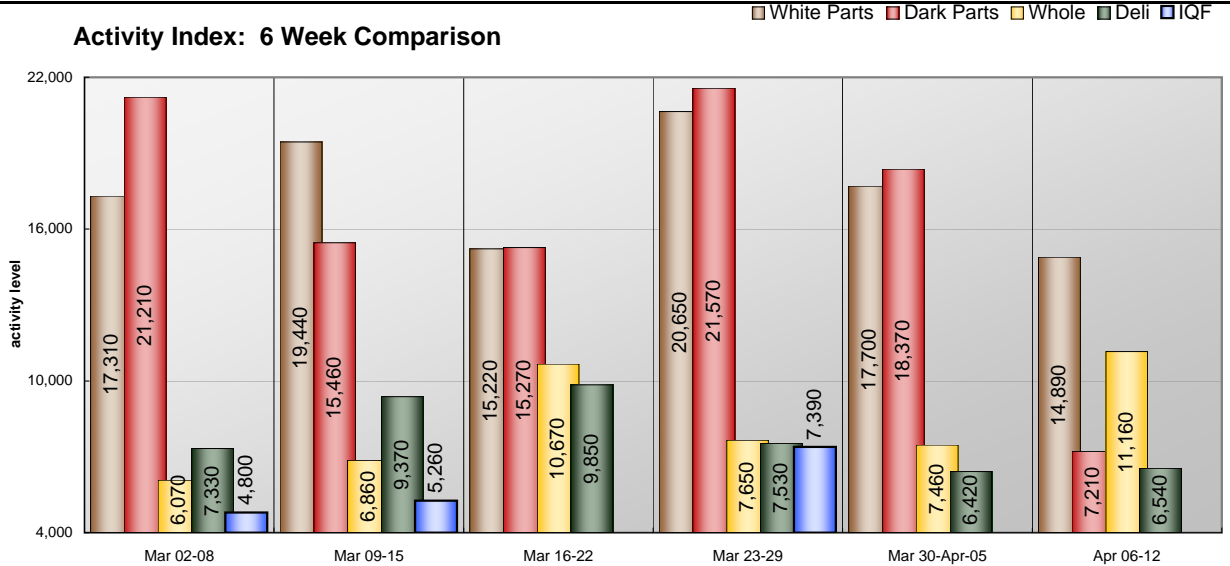
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 06, 2007

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	<b>91.2% of 17,000 outlets</b>		<b>96.9% of 17,000 outlets</b>		<b>88.8% of 17,000 outlets</b>	
<b>Special Rate 2/</b>	<b>10.6%</b>		<b>19.1%</b>		<b>13.2%</b>	
<b>Activity Index 3/</b>	<b>42,640</b>		<b>54,450</b>		<b>51,620</b>	
<b>WHOLE BIRD:</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
bagged fryer	2,010	0.98	3,500	0.89	3,970	0.82
cut-up fryer	580	1.11	1,210	1.27	1,440	1.24
bagged roaster	6,680	1.14	1,900	1.13	4,470	1.07
cornish hen	1,890	1.96	850	1.99	920	1.71
<b>DELI</b>						
<b>Rotisserie:</b>						
< 2 lbs.	2,310	5.37	2,810	4.64	3,830	5.24
2.1-3.0 lbs.	40	6.99	820	7.11	350	7.76
<b>8-pc Fried:</b>	4,190	5.53	2,790	5.75	3,180	5.55
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	5,620	3.31	7,260	3.02	7,890	2.95
value pack	3,050	2.73	3,090	2.29	2,640	2.14
thin sliced	1,980	4.22	1,030	3.72	200	4.88
<b>Breast Tenders</b>						
regular pack	1,740	3.80	1,630	3.06	1,580	2.36
value pack	200	2.99	60	3.29	10	3.69
<b>Split, bn-in Breast</b>						
regular pack	830	1.89	2,430	1.63	2,650	1.14
value pack	880	1.43	1,650	1.55	650	1.23
<b>Whole Wings</b>	590	1.54	550	1.62	2,020	1.62
<b>Leg Quarters</b>	470	0.72	2,430	0.89	2,680	0.64
<b>Legs</b>	60	0.92	1,040	0.99	120	1.11
<b>Thighs</b>						
regular pack	980	1.25	5,470	1.19	2,700	1.16
value pack	1,790	1.01	1,330	0.91	1,830	0.95
<b>Drumsticks</b>						
regular pack	1,140	1.25	5,390	1.21	2,850	1.19
value pack	1,730	1.00	1,440	0.93	1,890	0.98
<b>Bnls/Sknls Thighs</b>						
regular pack	900	2.35	1,060	2.10	1,370	2.33
value pack	140	1.77	210	1.98	390	2.67
<b>9-pc Combos</b>						
drum-thigh-breast	510	1.36	350	1.58	1,590	1.42
drum-thigh-wing	360	1.28	210	1.33	400	1.87
<b>IQF</b>						
<b>B/S Breast</b>	1,090	2.63	1,950	2.26	1,789	1.92
<b>Tenders</b>	350	3.06	1,180	2.41	666	2.44
<b>Wings</b>	530	1.84	810	1.72	1,095	1.49

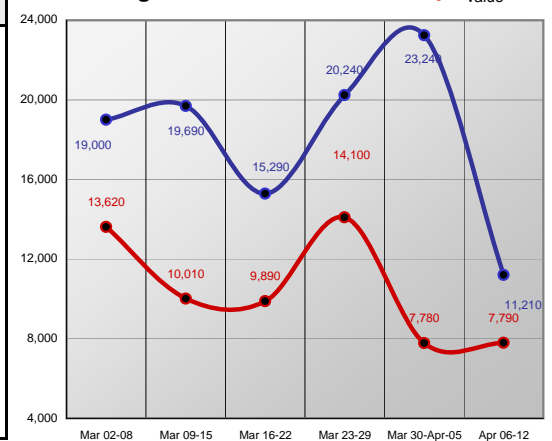
## Activity Index: 6 Week Comparison



## Chicken Featuring - 04/06 thru 04/12

Summary indicators all decline as Easter/Passover ads are out in force. Seasonal chicken items are well represented in most areas. Roasters sharply increase in volume at unchanged prices from the past week. Cornish hens double in offerings at last weeks values. 8 pc chicken follows the same path but prices are lower that the previous period. All other poultry items maintain or retreat on offerings in mixed values, waiting for another day to entice customers. IQF products drop offerings and increase prices. Specialty and Organic offerings drop slightly in volume and increase price. Next week should be competitive on pricing as all meat products will be fighting for the consumers attention .

## Parts: Regular vs. Value Pack



## Explanatory Notes

**All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.**

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **IQF = Individually Quick Frozen and packed in bags.**



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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/06 thru 04/12.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 06, 2007

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		96.9% of 3,900 sampled outlets 10.7% of stores w/ no-price promotions Activity Index = 13,110				94.9% of 4,700 sampled outlets 7.9% of stores w/ no-price promotions Activity Index = 9,640				87.9% of 2,800 sampled outlets 5.1% of stores w/ no-price promotions Activity Index = 5,450			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		0.88 - 1.39	420	1.12		0.99	10	0.99		0.97 - 0.99	520	0.98	
cut-up fryer		1.19	270	1.19		0.99 - 1.19	90	1.00		0.99 - 1.19	200	1.06	
bagged roaster		0.78 - 1.39	2,410	1.12		0.99 - 1.59	2,160	1.09		0.89 - 1.79	1,030	1.26	
cornish hen		1.27 - 1.99	1,190	1.95		1.39 - 1.99	130	1.87		1.39 - 2.29	330	1.91	
DELI	Rotisserie:												
	< 2 lbs.	3.99 - 7.98 each	320	5.25		4.97 - 7.98 each	890	5.66		3.99 - 6.49 each	620	5.02	
	2.1-3.0 lbs.					6.99 each	40	6.99					
8-pc Fried:		5.98 - 7.98 each	550	6.27		4.99 - 7.99 each	950	5.86		4.99 - 6.49 each	600	5.51	
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack		1.88 - 3.99	1.99 - 3.99	1,190	3.24	1.99 - 2.99	1.99 - 5.99	1,490	2.94	1.67 - 2.99	1.99 - 3.99	1,020	2.79
value pack		2.29 - 3.49	1.99 - 3.99	1,050	3.03		2.49 - 3.49	1,030	2.62	2.79	1.77 - 3.29	120	2.71
thin sliced		2.50 - 4.99	3.49 - 4.99	800	3.81		2.99 - 3.49	370	3.00		2.99	10	2.99
Breast Tenders													
regular pack		2.50 - 2.99	2.49 - 2.66	350	2.53	1.98 - 2.99	2.50 - 2.99	580	2.65	2.49	2.99	10	2.68
value pack													
Split, bn-in Breast													
regular pack		1.99 - 2.49	1.69 - 1.99	460	2.08		1.69	20	1.69	1.89	1.99	20	1.92
value pack		1.20	1.99	170	1.74	0.99 - 1.19		120	1.07	1.19	1.28	40	1.26
Whole Wings			1.19 - 1.99	170	1.87	1.18 - 1.49	1.19 - 1.99	380	1.45	0.99		40	0.99
Leg Quarters			0.58 - 0.79	270	0.78		0.79	10	0.79		0.79	70	0.79
Legs							0.89	40	0.89				
Thighs													
regular pack		1.19	0.79 - 1.19	280	1.03					0.99 - 1.59	0.99	300	1.19
value pack		1.19	0.99	970	1.02	0.99	0.99	430	0.99				
Drumsticks													
regular pack		1.19	0.79 - 1.19	420	1.08					0.99 - 1.59	0.99	300	1.19
value pack			0.99	830	0.99	0.99	0.88 - 0.99	480	0.98	1.19		10	1.19
Bnls/Sknls Thighs													
regular pack		2.99	1.69 - 2.99	470	2.67		1.69 - 2.89	400	2.00		1.98 - 1.99	30	1.98
value pack										1.77		10	1.77
Combo Packs (9 pc)													
drum-thigh-breast			1.29	260	1.29	1.49		10	1.49		1.29 - 1.42	100	1.33
drum-thigh-wing			1.29	260	1.29	1.19		10	1.19		1.29	70	1.29
IQF	B/S Breast		1.66	40	1.66	1.66	1.66 - 2.25	90	1.96	2.20 - 4.40	1.66 - 3.25	320	2.74
	Tenders									4.40		10	4.40
Wings		1.50 - 1.75	1.75	400	1.75								



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Fri. Apr 06, 2007

		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		76.0% of 2,700 sampled outlets 12.4% of stores w/ no-price promotions Activity Index = 4,690				98.5% of 1,900 sampled outlets 25.2% of stores w/ no-price promotions Activity Index = 5,590				88.1% of 1,000 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 2,190			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		0.49 - 0.99	540	0.87		0.99	500	0.99		0.99	20	0.99	
cut-up fryer		1.19	20	1.19									
bagged roaster		0.99 - 1.29	500	1.14		0.99 - 1.49	320	1.47		0.99 - 1.29	260	1.04	
cornish hen		1.39 - 2.50	120	2.17						2.00 - 2.33	120	2.14	
DELI	Rotisserie:												
	< 2 lbs.	4.99 - 5.99 each	210	5.32		4.99 each	20	4.99		4.99 - 5.49 each	250	5.47	
	2.1-3.0 lbs.												
8-pc Fried:		4.99 - 6.75 each	1,220	5.64		3.99 - 5.99 each	630	4.41		4.99 - 5.49 each	240	5.04	
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack		1.77 - 2.39	1.99 - 2.79	330	2.14	4.99 - 5.49	1.99	910	5.03	5.49	1.99 - 2.99	680	3.31
value pack		1.79	1.99 - 2.99	380	2.50		1.77 - 3.99	340	2.00	3.99	1.99 - 4.49	130	3.87
thin sliced						4.99		630	4.99	5.99		170	5.99
Breast Tenders													
regular pack						4.99		630	4.99	5.99		170	5.99
value pack			2.99	200	2.99								
Split, bn-in Breast													
regular pack		1.49 - 1.89	1.99	330	1.64								
value pack			1.29 - 1.69	230	1.33	1.49	1.69	320	1.50				
Whole Wings													
Leg Quarters			0.38 - 0.79	110	0.54		0.68		0.68		0.68	10	0.68
Legs		0.99	0.99	20	0.99								
Thighs													
regular pack		0.99	0.99 - 1.09	150	1.07	1.69		250	1.69				
value pack		0.99		50	0.99	0.99 - 1.29		330	1.01	1.19		10	1.19
Drumsticks													
regular pack		0.99 - 1.29	0.99 - 1.09	170	1.09	1.69		250	1.69				
value pack		0.99 - 1.19		70	1.05	0.99 - 1.29		330	1.01	1.19		10	1.19
Bnls/Sknls Thighs													
regular pack													
value pack						1.77		130	1.77				
Combo Packs (9 pc)													
drum-thigh-breast		1.49		20	1.49					1.49		120	1.49
drum-thigh-wing		1.19		20	1.19								
IQF	B/S Breast	1.66 - 4.40	2.25 - 2.66	580	2.73	2.29 - 2.80		40	2.76	2.29 - 2.80		20	2.62
	Tenders	4.40	2.33 - 2.66	290	3.14		2.33	40	2.33		2.33	10	2.33
	Wings		2.13	80	2.13		2.13	40	2.13		2.13	10	2.13

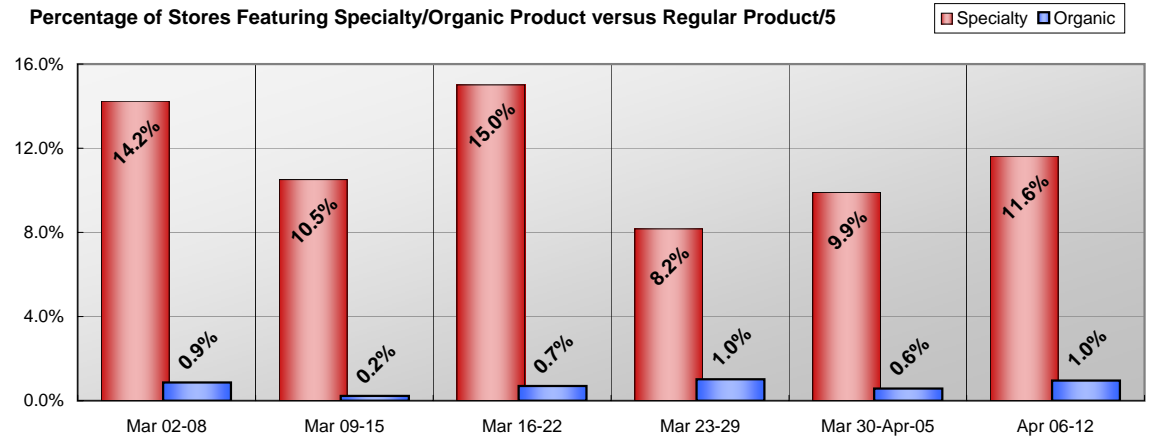


**USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/06 thru 04/12.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 06, 2007

	NATIONAL SUMMARY							
	SPECIALTY				USDA ORGANIC			
	THIS WEEK		LAST WEEK		THIS WEEK		LAST WEEK	
	Feature Rate 1/ Activity Index 3/							
	8.3% of 17,400 outlets		9.2% of 17,400 outlets		1.8% of 17,400 outlets		1.8% of 17,400 outlets	
	2,450		3,690		180		190	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	110	1.54	460	1.23	50	3.99	40	2.59
Bnls/Sknls Breast	1,250	4.77	1,490	3.98	130	7.49	130	2.69
Breast Tenders	590	5.17	320	5.33	--	--	--	--
Split, bn-in Breast	50	2.99	230	1.94				
Whole Wings								
Leg Quarters	20	0.79	20	0.99	--	--	--	--
Legs	20	1.69	120	1.26				
Thighs	180	1.33	520	1.29			10	2.99
Drumsticks	230	1.39	530	1.28			10	2.99

Percentage of Stores Featuring Specialty/Organic Product versus Regular Product/5



/5: percentage = total store count for Specialty items divided by total store count for the same set of regular items.

	NORTHEAST				SOUTHEAST				MIDWEST				SOUTH CENTRAL				SOUTHWEST				NORTHWEST			
	Specialty				Specialty				Specialty				Specialty				Specialty				Specialty			
Feature Rate 1/ Activity Index 3/	25.8% of 3,900 sampled outlets Activity Index = 1,590				2.4% of 4,800 sampled outlets Activity Index = 140				8.9% of 2,800 sampled outlets Activity Index = 620				0.0% of 2,800 sampled outlets Activity Index = 20				1.1% of 2,000 sampled outlets Activity Index = 30				5.0% of 1,000 sampled outlets Activity Index = 50			
	price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg	
Whole Fryer	1.79	10	1.79		1.79	10	1.79		0.99	30	0.99		1.49	20	1.49		1.69 - 1.99	20	1.82		1.79 - 1.99	20	1.90	
Bnls/Sknls Breast	3.99 - 5.99	730	4.77		3.49 - 5.49	100	3.75		2.50 - 5.49	380	4.98						4.99 - 6.49	10	6.49		4.99	30	4.99	
Breast Tenders	4.99 - 5.49	470	5.21		4.99	10	4.99		4.99	110	4.99													
Split, bn-in Breast	2.99	50	2.99																					
Whole Wings																								
Leg Quarters									0.79	20	0.79													
Legs									1.69	20	1.69													
Thighs	1.29	130	1.29		1.29	10	1.29		1.19 - 1.69	40	1.47													
Drumsticks	1.29 - 1.69	200	1.42		1.29	10	1.29		1.19	20	1.19													
	USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic			
	Feature Rate 1/ Activity Index 3/																							
	0.8% of 3,900 sampled outlets Activity Index = 30				3.1% of 4,800 sampled outlets Activity Index = 10				0.5% of 2,800 sampled outlets Activity Index = 20				4.3% of 2,800 sampled outlets Activity Index = 120				0.0% of 2,000 sampled outlets Activity Index = 0				0.0% of 1,000 sampled outlets Activity Index = 0			
	price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg		price range	stores	wdt avg	
Whole Fryer	4.99	30	4.99						2.49	20	2.49													
Bnls/Sknls Breast					7.49	10	7.49						7.49	120	7.49									
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
Drumsticks																								

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.